



SOLICITATION NUMBER: 72051823R00003

ISSUANCE DATE: May 5, 2023

CLOSING DATE AND TIME: June 2, 2023 at 17:00 (Quito time)

SUBJECT: Solicitation for U.S. Personal Service Contractor (USPSC) Resident Hire Development Outreach and Communication Specialist, GS-13 equivalent

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

Offers must be in accordance with **Attachment 1, Sections I through V** of this solicitation. Incomplete or unsigned offers will not be considered. Offerors should retain copies of all Offer materials for their records.

USAID will evaluate all offerors based on the stated evaluation criteria. USAID encourages all individuals, including those from disadvantaged and under-represented groups, to respond to the solicitation.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offer.

Any questions must be directed in writing to the Point of Contact specified in Attachment I.

Sincerely,

Magdalena Maxwell
Contracting Officer
USAID/Peru

I. GENERAL INFORMATION

1. SOLICITATION NO.: 72051823R00003

2. ISSUANCE DATE: May 5, 2023

3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS: June 2, 2023 at 17:00 (Quito time)

4. POINT OF CONTACT: Human Resources Office, email at limausaidhr@usaid.gov

5. POSITION TITLE: Development Outreach and Communication Specialist

6. MARKET VALUE: \$84,546 - \$109,908 equivalent to GS-13

Final compensation will be negotiated within the listed market value and will include Locality Pay for domestic USPSCs based on the location of the Official USAID Worksite, or the approved alternative worksite if approved for remote work. USPSCs performing overseas are not entitled to Locality Pay. Salaries over and above the top of the pay range will not be entertained or negotiated. This is a resident-hire position. It does not include offshore benefits such as housing, post differential, and post allowance.

7. PLACE OF PERFORMANCE: USAID/Ecuador. Overseas USPSCs may be authorized to telework or remote work only from a location within the country of performance, in accordance with Mission policy. Telework or remote work from outside the country of performance may only be authorized in certain situations in accordance with the terms and conditions of the contract.

8. PERIOD OF PERFORMANCE:

The base period of performance will be from **o/a July 2023 to July 2024.**

Based on Agency need, the Contracting Officer may exercise an additional option period (OPs) as follows:

Base Period: o/a July 2023 to July 2024

Option Period 1: o/a July 2024 to July 2025

Option Period 2: o/a July 2025 to July 2026

Option Period 3: o/a July 2026 to July 2027

Option Period 4: o/a July 2027 to July 2028

9. ELIGIBLE OFFERORS: Be a U.S. citizen or permanent resident/registered alien ("green card holder"). This solicitation is open to Resident-Hire U.S. Nationals who are currently residing in Ecuador and legally permitted to work in the country without needing a work permit.

10. SECURITY LEVEL REQUIRED: Facility Access

11. STATEMENT OF DUTIES:

A. BASIC FUNCTION OF THE POSITION:

USAID has worked with Ecuador since 1961 to advance the country's economic and social development, preserve its environment, respond to natural disasters, and enrich the lives of hundreds of thousands of Ecuadorians. Although USAID closed its Mission in Quito in September 2014, it continued to support work to improve the lives of the Ecuadorian people. USAID re-opened an Office in Quito in 2020, expanding its bilateral and regional programs in the country to demonstrate its commitment to assisting Ecuador on its journey to self-reliance.

USAID's involvement is catalytic in supporting Ecuador's self-reliance by building local capacity while expanding partnerships with domestic and international stakeholders, such as the private sector, other donor countries, Civil Society Organizations (CSOs), academia, and historically marginalized stakeholders—including youth, women, Indigenous Peoples, LGBTQIA+, persons with disabilities, Montubios, and Afro-descendants.

USAID's development priorities in Ecuador address climate change, biodiversity conservation, democracy, rights and governance, energy transformation, economic reactivation, support to migrants and other vulnerable populations, and preparing and responding to humanitarian crises and disasters.

The need to implement an effective communication strategy, to increase public awareness about the objectives, efforts, and achievements of USAID in Ecuador, is paramount.

This position necessitates frequent engagement with all USAID partners operating in Ecuador - inclusive of bilateral, regional, and Washington-based mechanisms accounting for over \$60 million in programming per year. The incumbent serves as the primary POC between USAID implementing partners (IPs), the Embassy Public Affairs Section (PAS), and civil society, and Government of Ecuador (GOE) counterparts engaged in our programs.

B. MAJOR ROLES AND RESPONSIBILITIES:

A. Preparation and Dissemination of Public Information and Publicity Materials 50%

- Oversee the drafting, editing, and dissemination of timely and accurate information, including fact sheets, program summaries and results, calendars, photos, press releases, newsletters, brochures, presentations, talking points, and all other public information materials relating to USAID's activities. These must be written in clear and concise English, and suitable for both their general audience and the media.
- Edit USAID reports and documents, focusing them to the needs of their particular audience and bringing them to a level suitable for high-quality reproduction or paid publication and promotion.
- Travel to USAID activity sites throughout Ecuador and capture meaningful stories, photographs, and videos that demonstrate development impact, for publication both locally and in the U.S.
- Provide text content for the Mission's website – including content management, editing, clearance of materials through USAID/Washington, updates, posting, and answering queries on a regular and timely basis. Originate content (with input from implementing partners and technical office staff) for social media, including but not limited to Facebook, Twitter, Instagram, Flickr and YouTube.

- Prepare and maintain the currency of standard information packages on the USAID program in Ecuador for briefings and for distribution to the public and the media.
- Oversee the writing, editing, and distribution of press releases through close coordination with our PAS colleagues. Coordinate interviews, media bus tours, and press queries with members of the media, PAS, and LPA as appropriate/requested.
- Identify and oversee procurement or development of outreach gifts (wrist bands, t-shirts, pens, notepads, key chains, bags, etc.).
- Develop informational materials, including monthly newsletters, to further understanding of USAID programming, priorities, and impact among key internal and external stakeholders.
- Respond to inquiries from the general public, media, and other sources about USAID programs and projects.
- Create and help maintain content on the USAID/Ecuador website, ensuring accuracy and relevance. Promote and market the website to target audiences. Ensure that the Mission-produced media content, including its website and social media presence, achieve their communication objectives.
- Establish and maintain a database of relevant development data, policies, press-clips, and geographic locations of USAID activities in Ecuador.

B. Oversight for Public Events and Media Opportunities

30%

- Plan and oversee implementation of media campaigns to disseminate information about USAID programs to local, regional, and international audiences. These may include the selective use of radio, television, newspapers, magazines, public service announcements, advertisements, billboards, public events, and media tours.
- Advise and work with PAS to expand opportunities to keep media abreast of USAID programs. This may include arranging interviews, press briefings, media tours of USAID projects, etc.
- Organize and coordinate site visits, press events, and other public functions, including conferences, openings, ribbon-cuttings, and other ceremonies. As needed, provide background briefings for media; compile and distribute press packets; organize protocol, site selection, staging, and logistics; identify and schedule speakers; liaise with U.S. and local government officials; and, provide on-site coordination of media.
- Serve as an interlocutor between high level Ecuador government officials (up to the Minister level), USG officials (regularly involving the Ambassador, DCM, and USAID Mission Director), and the media. These events necessitate a nuanced understanding of diplomatic engagement and the USGs role in the region.
- Draft, edit, or otherwise coordinate the production of background documents and content for media events, including press releases, speeches, talking points, briefing documents, scene setters, etc.
- Oversee the maintenance of a calendar of upcoming USAID outreach events, and its weekly distribution to the broader USAID Mission, PAS, the Embassy Front Office, and other internal consumers.
- Maintain a diverse list of potential site visit locations appropriate for a variety of visitors to Ecuador.
- Coordinate site visits by external staff and VIPs, serving as control/site officer as necessary. Coordinate with the Embassy on schedules and logistics and attend countdown meetings as requested. Lead the

preparation of briefing materials, briefing checklists (BCL), and other information products and processes to support these visits.

- Maintain a database of implementing partner communications contacts.

C. Strategic Leadership and Coordination

20%

- Provide strategic leadership in developing/updating USAID's public communications and outreach strategy. Coordinate with USAID Mission management and staff to establish strategic public outreach priorities and opportunities.
- Independently plan and carry out the outreach strategy not otherwise implemented through the work of technical office staff or implementing partners. Prepare annual budget summaries of required outreach and communication related resources and track related expenditures for the implementation of this strategy.
- Guide the Mission's professional staff in their fulfillment of portions of the outreach strategy relevant to their work.
- Provide training to USAID/Ecuador technical staff and implementing partners to develop their ability to support the implementation of the Mission's outreach strategy. This includes training on branding and marking, public speaking, photography, drafting of press releases and talking points, etc.
- Serve as an expert on USAID branding and style guidelines, ensuring regulations are followed and applied as outlined in ADS 320 and the Agency's Graphic Standards Manual; seek guidance from LPA on any disputes or waiver requests related to branding and marking requirements.
- Monitor effectiveness of the outreach strategy; and, provide feedback to inform ongoing activities, future programming, and annual updates to the outreach strategy.
- Coordinate information dissemination within the USAID Mission and the broader Embassy, including with management, technical staff, implementing partners, and others.
- Serve as the USAID liaison with PAS to inform the public of noteworthy U.S. foreign assistance efforts in Ecuador.
- Review all outreach materials (published reports, banners, posters, signs, TV and radio spots etc.) produced by USAID and its implementing partners to ensure compliance with award provisions and agency policy.
- Ensure the integration of outreach and communications requirements and best practices into project designs and implementation processes, including through the review of statements of work, proposals, work plans, and branding and marking plans.
- Respond or coordinate responses to external information requests and data calls about USAID programming.

C. SUPERVISORY RELATIONSHIP:

Work is performed under administrative direction from the USDH Program Office Director.

D. SUPERVISORY CONTROL:

The supervision of USAID staff is not contemplated.

12. PHYSICAL DEMANDS:

The position will be located in Quito, Ecuador. Site visits to engage with partners throughout Ecuador to track progress, communicate success, and participate in program related events. Some areas may include higher security risk.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

Education: A Bachelor's degree in a relevant field is required. Relevant fields include, but are not limited to journalism, marketing, communications, public relations or affairs, international development, and public administration.

Experience:

- At least 5 years of relevant experience – including a minimum of two years in a developing country. Relevant experience is defined as work in journalism, communications, public relations or affairs, international relations, international development, public administration, development/area studies, social studies, or a related field.
- Extensive writing and editing experience in both English and Spanish, including preparation of press releases, briefing materials, talking points, speeches, brochures, program summaries, and other materials for publication.
- Excellence in analysis and presentation; strong ability to organize factual material from a variety of sources succinctly and present meaningful conclusions to high-level officials, and to write clearly under tight deadlines.
- Broad operational/strategic planning experience, demonstrating analytical ability, and the capacity to convert planning concepts into firm plans which are responsive to a variety of contingencies and stakeholders.
- Experience in designing and implementing effective public relations/communications campaigns targeted at specific audiences as well as the general public.
- Previous experience with USAID or another international development donor organization is desirable.
- Previous experience in working with the media (TV, radio, and print), including creative development, planning and coordinating press events, and media buying.
- Familiarity with U.S. Government assistance efforts in Ecuador.
- Familiarity with U.S. Government organization and business practices.

Language: Fluent (Level IV) English (oral and written). Good working level (Level III) proficiency in Spanish is required.

Technical Knowledge / Skill and Abilities (20 points)

- Mastery within the communications field, particularly as it pertains to crafting public outreach messages and promoting them to target audiences using a combination of traditional, new, and emerging media platforms and formats.
- Broad understanding of issues related to international development.
- Ability to use websites and social media to enhance communication with target audiences.
- Ability to work effectively as a member of a multi-disciplinary, multi-cultural team.
- Initiative and proactive engagement with colleagues to complete assigned tasks in accordance with agreed timetables.
- Ability to work independently, and as a part of a team, managing and prioritizing several activities at once and under pressure to meet very short deadlines.
- Evidence of outstanding coordination and organizational skills.
- Extensive experience with Microsoft Word, Microsoft PowerPoint, and Microsoft Excel;; experience with Facebook, Twitter, Instagram, Flickr, YouTube, and RSS feeds; and experience maintaining websites.
- Familiarity with the graphic design Adobe Suite, particularly using Adobe Photoshop and Illustrator.

Only offerors clearly meeting the above minimum qualifications will be considered for further evaluation.

III. EVALUATION AND SELECTION FACTORS

The Government may award a contract without discussions with offerors in accordance with FAR 52.215-1. The CO reserves the right at any point in the evaluation process to establish a competitive range of offerors with whom negotiations will be conducted pursuant to FAR 15.306(c). In accordance with FAR 52.215-1, if the CO determines that the number of offers that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the CO may limit the number of offerors in the competitive range to the greatest number that will permit an efficient competition among the most highly rated offers. FAR provisions of this solicitation are available at <https://www.acquisition.gov/browse/index/far>

The technical evaluation committee may conduct reference checks, including references from individuals who have not been specifically identified by the offeror, and may do so before or after a candidate is interviewed.

1. Offerors who clearly meet the aforementioned minimum education and work experience qualification requirements may be further evaluated through review of the offeror's submitted required documents and ranked based on the below evaluation and selection factors. A competitive range will be established of the highest-ranked offerors, who may be further evaluated through technical tests and interviews to determine the most qualified/highest-ranked offerors.
2. Reference checks will be conducted with the highest-ranked offerors.
3. Evaluation and Selection Factors. Applicants meeting the required qualifications of the

position will be evaluated based on information presented in the application and obtained through reference checks. The following is the evaluation criteria for this position:

- a) Work experience: 30 points
- b) Technical Knowledge / Skill and Abilities: 20 points
- c) Writing Skills: 30 points
- d) Education: 10 points
- e) Language: 10 points

Total Possible Points: 100

IV. SUBMITTING AN OFFER

1. Eligible offerors are required to complete and submit the offer form **AID 309-2, "Offeror Information for Personal Services Contracts with Individuals"** available at <http://www.usaid.gov/forms>
2. A cover letter of no more than 1 page that demonstrates how the Offeror's qualifications meet the evaluation and selection factors in section III of this solicitation.
3. A resume or curriculum vitae (CV) which, at a minimum, describes education, experience, and career achievements relevant to the evaluation and selection factors in section III of this solicitation.
4. Names of three professional references that have knowledge of the offeror's ability to perform the duties set forth in the solicitation, including current and accurate contact information. This information may be included in in cover letter, resume/CV, or in a separate document.
5. Proof of U.S. Citizenship or Permanent Residency
6. Applicants must provide at least two writing samples with their application. The samples should be 350 to 1,500 words (preferably 750-1,000 words). They can be excerpts from larger articles or papers, and do not have to be written specifically for this solicitation. The samples should demonstrate the applicant's ability to clearly and succinctly communicate complex ideas to the various audiences a USAID mission must address. The samples must be written by the applicant- co-written articles are not acceptable.
7. Offers must be received by the closing date and time and submitted to the Point of Contact specified in Section I.
8. Offerors submissions must clearly reference the Solicitation number on all offeror submitted documents.
9. **Ensuring Adequate COVID-19 Safety Protocols for Federal Contractors-** The Offeror will be required to show proof that the Offeror is fully vaccinated against COVID-19 on or before the

first date of onboarding, or submit and approved reasonable accommodation o the CO. If the contractor does not meet this requirement the contract may be terminated. *

**See Notice Regarding Any Court Order Affecting the Implementation of E.O. 14042 in Section VIII below.*

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

The CO will provide instructions about how to complete and submit the following forms after an offeror is selected for the contract award.

Forms outlined below can be found at: <http://www.usaid.gov/forms>

1. Contractor Employee Biographical Data Sheet (AID 1420-17)
2. Form AID 309-2, "Offeror Information for Personal Services Contracts with Individuals"
3. Medical History and Examination Form (DS-1843) **
4. Questionnaire for Sensitive Positions (SF-86) ** or
5. Questionnaire for Non-Sensitive Positions (SF-85) **
6. Fingerprint Card (FD-258) **

** Forms 3 through 6 shall be completed ONLY upon the advice of the Contracting Officer that an applicant is the successful candidate for the job.

VI. BENEFITS AND ALLOWANCES

As a matter of policy, and as appropriate, a USPSC is normally authorized the following benefits and allowances:

[If the solicitation is also open to TCNs, the CO must insert the benefits and allowances specifically approved by the Mission Director for a TCN offeror in accordance with AIDAR Appendix J, sec. 4(c)(2)(ii)(B).]

1. BENEFITS:

- (a) Employer's FICA Contribution
- (b) Contribution toward Health & Life Insurance
- (c) Pay Comparability Adjustment
- (d) Annual Increase (pending a satisfactory performance evaluation)
- (e) Eligibility for Worker's Compensation
- (f) Leave and Holidays

2. ALLOWANCES:

Section numbers refer to rules from the **Department of State Standardized Regulations** (Government Civilians Foreign Areas), available at https://aoprals.state.gov/content.asp?content_id=282&menu_id=101

- a) Temporary Lodging Allowance (Section 120)
- b) Living Quarters Allowance (Section 130)
- c) Post Allowance (Section 220)
- d) Supplemental Post Allowance (Section 230)
- e) Separate Maintenance Allowance (Section 260)
- f) Education Allowance (Section 270)
- g) Education Travel (Section 280)
- h) Post Differential (Chapter 500)
- i) Payments during Evacuation/Authorized Departure (Section 600)

VII. TAXES

USPSCs are required to pay Federal income taxes, FICA, Medicare, and applicable State income taxes.

VIII. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs

USAID regulations and policies governing USPSC awards are available at these sources:

1. USAID Acquisition Regulation (AIDAR), Appendix D, “Direct USAID Contracts with a U.S. Citizen or a U.S. Resident Alien for Personal Services Abroad,” including contract clause “General Provisions,” available at

https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf

2. ENSURING ADEQUATE COVID-19 SAFETY PROTOCOLS FOR FEDERAL CONTRACTORS (OCT 2021)-Alternate 70 (OCT 2021) (M/OAA-DEV-FAR-22-01c)

(a) *Definition.* As used in this clause -

United States or its outlying areas means—

- (1) The fifty States;
- (2) The District of Columbia;
- (3) The commonwealths of Puerto Rico and the Northern Mariana Islands;
- (4) The territories of American Samoa, Guam, and the United States Virgin Islands; and
- (5) The minor outlying islands of Baker Island, Howland Island, Jarvis Island, Johnston Atoll, Kingman Reef, Midway Islands, Navassa Island, Palmyra Atoll, and Wake Atoll.

(b) *Authority*. This clause implements Executive Order 14042, Ensuring Adequate COVID Safety Protocols for Federal Contractors, dated September 9, 2021 (published in the Federal Register on September 14, 2021, 86 FR 50985).

(c) *Personal Services Contracts with individuals*. As a matter of policy, the contractor must comply with the USAID's guidance applicable to direct-hire federal employees.

(End of clause)

Notice Regarding Any Court Order Affecting the Implementation of E.O. 14042

USAID will take no action to enforce the clause (FAR 52.223-99) implementing the requirements of Executive Order 14042, absent further written notice from USAID, where the place of performance identified in the contract is in a U.S. state or outlying area subject to a court order prohibiting the application of requirements pursuant to the

Executive Order (hereinafter, "Excluded State or Outlying Area"). In all other circumstances, USAID will enforce the clause, except for contractor employees who perform substantial work on or in connection with a covered contract in an Excluded State or Outlying Area, or in a covered contractor workplace located in an Excluded State or Outlying Area. A current list of such Excluded States and Outlying Areas is maintained at <https://www.saferfederalworkforce.gov/contractors/>.

3. Contract Cover Page form AID 309-1 available at <https://www.usaid.gov/forms>

ITEM NO (A)	SUPPLIES/SERVICES (DESCRIPTION) (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
0001	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: R497 - Accounting Info: to be specified in the award	1	LOT	\$TBD	\$TBD at award after negotiations with contractor
1001	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: R497 - Accounting Info: to be specified in the award	1	LOT	\$TBD	\$TBD at award after negotiations with contractor
2001	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost	1	LOT	\$TBD	\$TBD at award after

	- Product Service Code: R497 - Accounting Info: to be specified in the award				negotiations with contractor
3001	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: R497 - Accounting Info: to be specified in the award	1	LOT	\$TBD	\$TBD at award after negotiations with contractor
4001	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: R497 - Accounting Info: to be specified in the award	1	LOT	\$TBD	\$TBD at award after negotiations with contractor

4. Acquisition and Assistance Policy Directives/Contract Information Bulletins (AAPDs/CIBs)
for Personal Services Contracts with Individuals available at <http://www.usaid.gov/work-usaid/aapds-cibs>

AAPDs/CIBs specifically applicable to this position include:

AAPD 16-03: Expanded Incentive Awards for Personal Services Contracts with Individuals

AAPD 15-02 REVISED - Continuation of Deviation from the 'Leave and Holidays' clause, including Family and Medical Leave, for U.S. Personal Services Contractors

AAPD 10-03 Amendment 1: AIDAR, Appendix D: Implementing Benefits For Same-Sex Domestic Partners of USPSCs

AAPD 10-01: Personal Services Contracts -- Changes in USG Reimbursement Amounts for Health Insurance and Physical Examination Costs

AAPD 06-10: PSC Medical Expense Payment Responsibility

5. Ethical Conduct. By the acceptance of a USAID personal services contract as an individual, the contractor will be acknowledging receipt of the **"Standards of Ethical Conduct for Employees of the Executive Branch"** available from the U.S. Office of Government Ethics, in accordance with General Provision 2 and 5 CFR 2635. See <https://www.oge.gov/web/oge.nsf/OGE%20Regulations>

6. PSC Ombudsman The PSC Ombudsman serves as a resource for any Personal Services Contractor who has entered into a contract with the United States Agency for International Development and is available to provide clarity on their specific contract with the agency.

Please visit our page for additional information: <https://www.usaid.gov/work-usaid/personal-service-contracts-ombudsman>

The PSC Ombudsman may be contacted via: PSCOmbudsman@usaid.gov.

[End of Solicitation]